

REMARKS

A. OVERVIEW

Claims 1-28 are pending in the present application. The sole rejection is based on obviousness in light of the Commodities Training Manual ("the Manual") in view of Walker U.S. 5,794,207 ("Walker"), both previously of record.

The Office Action suggests that there could be clarifying language added to the claims to place them in allowable form. This response is an earnest attempt to advance prosecution.

B. SECTION 103 REJECTIONS

All claims 1-28 stand rejected as obvious based on the Manual in view of Walker. This rejection is respectfully traversed at least for the reasons expressed in Applicant's prior responses, which are incorporated by reference herein. It is respectfully submitted that neither the Manual nor Walker, or a combination of their teachings, teaches the specific combination and inter-relationship of material limitations of Applicant's claims for the reasons previously expressed.

The most recent Action states that concepts such as "non-standardized", "customized", "non-exchange counterparties" are not recited in the claims but could be helpful in advancing prosecution.

Applicant believes that the claims, as they stand, do patentably distinguish from the cited references. For example, claim 1 is submitted to describe a methodology of "generating a contract" through a web server connected to the Internet, from a centralized database system between one or more buyers and suppliers. The system is direct between those parties and is not

a conventional commodities exchange methodology. The very terms in claim 1 describe how customization of the ultimate contact can be achieved.

Therefore, for these and previously expressed reasons, it is submitted claim 1 as well as all claims of the application, are not shown to be *prima facie* obvious by the cited references.

However, to advance prosecution, new claim 29 is included which pursues certain aspects of the disclosed invention and includes language such as suggested in the Office Action. It is respectfully submitted new claim 29 clearly differentiates from and is patentably distinct over the cited references. Therefore reconsideration is respectfully requested of the application.

C. CONCLUSION

It is respectfully submitted that this response addresses the matters raised in the Office Action and places the claims in form for allowance. Reconsideration is respectfully requested.

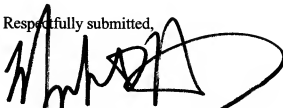
This is a request under the provision of 37 CFR § 1.136(a) to extend the period for filing a response in the above-identified application for one month from October 21, 2009 to November 21, 2009. Applicant is a small entity; therefore, please charge Deposit Account No. 26-0084 in the amount of \$65.00 to cover the cost of the one-month extension. Any deficiency or overpayment should be charged or credited to Deposit Account 26-0084.

Please also charge Deposit Account No. 26-0084 in the amount of \$136.00 to cover the cost of one new independent claim (\$26.00 for over 20 claims; and \$110.00 for over 3 independent claims).

No other fees or extensions of time are believed to be due in connection with this amendment; however, consider this a request for any extension inadvertently omitted, and charge any additional fees to Deposit Account No. 26-0084.

Reconsideration and allowance of the claims is respectfully requested. Please charge deposit account 26-0084 for any fees required for entry of this response.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Mark D. Hansing', with a large, sweeping flourish extending to the right.

MARK D. HANSING, Reg. No. 30,643
McKIE, VOORHEES & SEASE, P.L.C.
801 Grand Avenue, Suite 3200
Des Moines, Iowa 50309-2721
Phone No: (515) 288-3667
Fax No: (515) 288-1338
CUSTOMER NO: 22885
Attorneys of Record

- MDH/pw -